

positioning rolls rotatable mounted and defining a bight to receive the forwardmost coupon;

a positioning drive mechanism coupled to at least one of said positioning rolls for driving said positioning rolls;

feed rolls rotatably mounted and oriented for directing the forwardmost coupon toward said bight of said positioning rolls;

a feed drive mechanism coupled to at least one of said feed rolls to drive said feed rolls;

means for receiving a first signal dependent upon when the forwardmost coupon is to arrive at a predetermined location at a predetermined time;

12 a coupon sensor adapted to detect the presence of a coupon at a second predetermined location that produces a second signal dependent upon the presence or absence of the coupon at said second predetermined location; and

a control circuit responsive to said first signal and said second signal that actuates said positioning drive mechanism and said feed drive mechanism, said control circuit being so that forwardmost coupon is separated from the continuous web.

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3. (New) An inserter for inserts provided in a continuous web of separable inserts wherein a forwardmost insert is separably connected to a successive insert by a separable portion disposed therebetween, said apparatus comprising:

a plurality of positioning rolls rotatably mounted and defining a bight to receive the forwardmost insert;

a positioning drive mechanism coupled to at least one said plurality of positioning rolls for driving said positioning rolls;

means for directing the forwardmost insert toward said bight of said positioning rolls;

a container sensor adapted to detect the presence of a container that produces a first signal dependent upon the presence or absence of the container;

an insert sensor adapted to detect the presence of an insert that produces a second signal dependent upon the presence or absence of the insert; and

a control circuit that actuates said positioning drive mechanism and said directing means in response to said first signal and said second signal so the forwardmost insert is separated from the continuous web for insertion into a container.

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A. (New) An inserter for inserts provided in a continuous web of separable inserts wherein a forwardmost insert is separably connected to a successive insert by a separable portion disposed therebetween, said apparatus comprising:

a plurality of positioning rolls rotatably mounted and defining a bight to receive the forwardmost insert;

a positioning drive mechanism coupled to at least one said plurality of positioning rolls for driving said positioning rolls;

means for directing the forwardmost insert toward said bight of said positioning rolls;

means for receiving a first signal dependent upon when the forwardmost coupon is to arrive at a predetermined location at a predetermined time;

a coupon sensor adapted to detect the presence of a coupon at a second predetermined location that produces a second signal dependent upon the presence or absence of the coupon at said second predetermined location; and